

**Minutes of Strategic Planning Session of the Common Council of the Town of
Clarkdale
Held on Thursday, November 5, 2019 at 9:00 A.M.**

A Special Meeting of the Common Council of the Town of Clarkdale was held on Thursday, November 5, 2019, at 9:00 A.M. in the Clark Memorial Clubhouse, Men's Lounge, 19 N. Ninth Street, Clarkdale, Arizona.

CALL TO ORDER – Meeting was called to order at 9:29 A.M. by Mayor Von Gausig.

Town Council:

Mayor Doug Von Gausig
Vice Mayor Richard Dehnert
Councilmember Scott Buckley

Councilmember Debbie Hunseder
Councilmember Bill Regner

Town Staff:

Town Manager Tracie Hlavinka
Utilities/Public Works Director Maher Hazine
Police Chief Randy Taylor
Finance Director Kathy Cwiok
Interim Planner Ruth Mayday
Community Services Supervisor Joni Westcott
Public Works Superintendent David Brinkley
Finance Technician Brittany Earles
Human Resources Manager Annie Oddonetto
Town Clerk Mary Ellen Dunn

ASU Staff:

Steven Russell
Neelam Shah
Hannah Dobbs

PUBLIC COMMENT – The Town Council invites the public to provide comments at this time. Members of the Council may not discuss items that are not specifically identified on the agenda. Therefore, pursuant to A.R.S. §38-431.01(G), action taken as a result of public comment will be limited to directing staff to study the matter, responding to any criticism or scheduling the matter for further consideration and decision at a later date. Persons interested in making a comment on a specific agenda item are asked to complete a brief form and submit it to the Town Clerk during the meeting. Each speaker is asked to limit their comments to five minutes.

There was no public comment.

NEW BUSINESS

STRATEGIC PLANNING WORKSESSION – The Town Council, Town Manager and Department Heads will engage in their annual Strategic Planning Session, which will include updates on prior goals and objectives, discussion of key current issues facing the Town, and prioritization of goals for the next two years.

Council identified current strengths, weaknesses, opportunities and threats and named priorities for the upcoming year. Additionally, long term goals (3 – 5 years) were discussed.

Strengths:

Desirability
Historic image
Verde River
Pecks Lake wetland
Charm
Clarkdale Downtown Business Alliance
Events
Tourism and hiking
Museums
Volunteerism
Education of residents
Train
Available housing stock
Open space
Staff
Room to grow
League
A+ Effluent
Park land
Town Hall complex
Smart growth

Strong sense of community
New executive leadership
Bitter Creek
Community policing
Small town
Quality of life
Regional economic development
Regional water sustainability
Consensus on Council
Yavapai College
Elementary school
Boards and Commissions
Reputation as leader
Arts community
Engaged citizenry
Dark skies
Clean air
Low crime
Wineries
Cement Plant
Ethical

Weaknesses:

Insufficient revenue
Failure to achieve economic development goals
Historic structures
Water plan in place
Road connectivity
Water use mitigation
Attainable housing
Walkable community
High cost of living
Tourist retention

Lack of direction
Absentee ownership
Oddities
Yavapai College engagement
Broadband
Commerce in town
Qualified workforce
Tax increases
Lack of workforce
Lack of needs/amenities

Limited financial resources
High percentage of unserved residents
Lack of effective marketing
Lack of succession planning

Lack of climate change plan
People do not know where we are

Aging infrastructure
Small staff
Pecks Lake de-watering
Lack of clearly communicated
economic development goals
Keep river flowing

Opportunities:

Improve marketing
“Hip” (Roger Naylor – local writer comment)
Stronger regional leader
Hotel
Grocery
Waste reduction
New manager/team
Yavapai College (market in Clarkdale)
Main Street development

Occupation of vacant properties
Attract development of historic properties
Verde River
Adaptive re-use
Train

Boards and Commissions
ASU
General Plan 2022
Vision (Who we want to be)
Synergy (mutual success)

Increasing desirability
Housing
Historic preservation
Food trucks
Urbanism
Lower park
United Verde Soils Project
Home base networking
Rental opportunities of Town
facilities
Water reclamation
Broadway, 89A, Bitter Creek
Regional opportunities
Environmental education
Implementation of Potable/non-
Potable reuse
Sustainable energy production
Engage experienced entrepreneurs
Retain younger generation
Job development
Contact with health care system

Threats:

Political instability
Rapid, uncontrolled growth
Community discontent
Development regionally
Lack of workforce
Retaining existing businesses
Continuity in staff/council
Possible annexation to Cottonwood
Preserve history
Resistance to change
Embracing our history
Affordable housing

Economic downturn
Climate change
Regional leadership
Short-term rentals
Attainable housing
Risk with new business
Arizona Legislature
Failure to plan effectively
Aging infrastructure
Blight
Slow growth
Cottonwood

Floods, wind
Political recalcitrance
Transportation
Growing out way of our challenges

Economic collapse
Cyber threats
Verde River de-watering
Tragedy of the commons

Council directed staff to add the term "Capital Management" to the Town's listing of Core Principles and proceeded to priorities. Council proceeded to list short- and long-term goals, including:

- Explore professional training opportunities for members of Boards and Commissions
- Explore tablets for Council
- Develop minimum standards in Code related to Code Enforcement
- Review Code and develop Code ordinance related to health and safety
- Institute a "Cleanup Day" and/or Helping Hands program
- Amend Mountain Gate Developer Agreement with regard to maintenance of pocket parks
- Work on dissolution of Verde Valley Ranch Agreement with Freeport
- Find a user for non-potable water
- Develop direct re-use for reclaimed water
- Develop the Parks and Recreation department so that it is more of a self-sustaining enterprise.
- Re-evaluate the Bitter Creek Industrial Area during the General Plan for 2022.
- Enhance Economic Development
- Develop a trail map for Clarkdale trails and include future connectivity
- Develop a Reclaimed Water Master Plan
- Expand infrastructure to accommodate recharge
- Develop Selma/Mongina Park to include irrigation with non-potable water

ADJOURNMENT Without objection Mayor Von Gausig adjourned the meeting at 4:30 P.M.

APPROVED:


Doug Von Gausig, Mayor

ATTESTED/SUBMITTED:


Mary Ellen Dunn, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the regular meeting of the Town Council of the Town of Clarkdale, Arizona held on the 5th day of November, 2019. I further certify that meeting was duly called and held and that a quorum was present.

Dated this 10th day of December 2019.

SEAL


Mary Ellen Dunn, Town Clerk